GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

I&I Department - AP Digital Corporation Limited - Continuation of 113 posts of Social Media functionaries and (25) posts of Digital Campaigners, working on outsourcing basis, for a further period of One (1) year - Orders - Issued.

INFRASTRUCTURE & INVESTMENT(AIRPORTS) DEPARTMENT

G.O.Rt.No.40

Dated 28.06.2023.
Read the following: -

1. G.O.Rt No.2029, G.A.(I&PR)Dept., dt.13.09.2019.
2. G.O.Rt No.738, G.A.(I&PR)Dept., dt.28.04.2020.
3. G.O.Ms.No.19, I&I (Airports) Dept., dated 31.03.2020.
4. G.O.Rt.No.791, GA (I&PR) Dept., dated 05.05.2020.
5. G.O.Rt.No.62, I&I (Airports) Dept., dated 08.11.2021.
6. G.O.Rt.No.54, I&I (Airports) Dept., dated 13.09.2022.
7. From the Vice Chairman & Managing Director, APDCL, Tadepalli, e-file no. ENE68-OPESOSERV(ESTL)/1/2023-HRA (Comp.No.2041963), Dated 12.04.2023.

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In the G.O 3rd read above, Government has established AP Digital Corporation to have the strategic and dedicated focus on leveraging Digital Media and establishing direct connecting to the people and to align the vision of the Government to drive AP Digital Mission with certain objectives.

2. In the letter 7th read above, the Vice Chairman & Managing Director (VC&MD), AP Digital Corporation Limited (APDCL) has informed that Government has sanctioned 113 posts including special officer, social media content developer, social media analyst for a period of eight months w.e.f. 01.08.2019 on outsourcing basis vide G.O 1st read above and also sanctioned 25 Digital Campaigners for a period of one year w.e.f. 18.02.2020 on outsourcing basis vide G.O 2nd read above.

3. In the G.O 4th read above, Government has issued orders shifting the Social and Digital Media wing from Information & Public Relation to AP Digital Corporation Limited along with individuals and professionals/functionaries like Chief Digital Directors, Digital Campaigners (25) and Social Media functionaries (113) working on outsourcing basis. Accordingly, all the above staff members were shifted to APDCL as it is and where it is condition as per Government Orders.

4. In the G.O 5th read above, Government has issued orders for continuation of 113 posts of Social Media functionaries w.e.f.01.04.2020 and 25 posts of Digital Campaigners w.e.f. 18.02.2021 for a further period of two (2) years. Further, orders were issued to continuing the 113 posts of Social Media functionaries w.e.f. 01.04.2022 for a further period of One (1) year in the G.O 6th read above.

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5. The VC&MD, APDCL has requested to accord permission for continuation of above 113 posts w.e.f. 01.04.2023 and 25 posts of Digital Campaigners w.e.f. 18.02.2023 for further period of two (2) years or up to 31.03.2025, so as to take up IES activities through Social Digital Media platforms to promote Navaratnalu and other flagship programmes of the Government to reach the needy people.

6. Government after careful examination hereby approve the proposal for continuation of 113 posts of Social Media functionaries (sanctioned vide G.O 1st read above) w.e.f.01.04.2023 and 25 posts of Digital Campaigners (sanctioned vide G.O 2nd read above) w.e.f. 18.02.2023 for a further period of One (1) year, subject to review of their performance, to take up IES activities through Social Digital Media platforms to promote Navaratnalu and other flagship programmes of the Government to reach the needy people.

7. The Vice Chairman and Managing Director (VC&MD), AP Digital Corporation Limited shall take necessary action accordingly.

8. This order issues with the concurrence of the Finance Dept., vide their U.O.No.HROPDPP(OCE)/69/2023 (Computer No.2054631), Dated 10.05.2023.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

R.KARIKAL VALAVEN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Vice Chairman & Managing Director, AP Digital Corporation Limited, Tadepalli.

Copy to
The P.S to Spl.C.S to Hon'ble C.M.
The OSD to the Hon'ble Minister for I&I.
The PS to Special Chief Secretary to Govt., I&I Department.
The Finance (HR.I-Plg.&Policy) Department.
SC/SF (C.No.INI01-APFN/6/2021-Airports (Comp.No.1400628)

//FORWARDED BY ORDER//

SECTION OFFICER